Coast line. The town proper is five miles east of the St. Johns River, on the high, rolling, pine lands of the great "orange ridge" of Florida. It is easily accessible from Jacksonville by rail over the A. C. line, being a ride through many small towns, piney woods and hammocks, and thrice crossing the hyacinth-covered St. Johns; or the traveler may reach the town via the Florida East Coast railway, taking tickets at Jacksonville to Orange City via St. Augustine, Palatka and New Smyrna. De-Land is connected with Orange City by a regular stage line carrying U. S. mail, and a fine shell road. This drive of five miles through the magnificent forests and over the shell road makes this route a popular one for the tourist. The most picturesque route to De-Land is by river from Jacksonville to Lake Beresford, which is 17 stur landing on the The carsone often taken by eler reaches DeLand either by rail over the DeLand Branch, or he may take a hack which meets all boats

CLIMATE AND HEALTHFULNESS.

Early in your sojourn you will wish to assure yourself by observation and inquiry regarding the climate of Florida in general, and guests and hosts and pleasant days spent at that of DeLand in particular. We will sup- picnic grounds from three to ten or twelve pose that you have come in December or Jan- miles from town. uary. You notice that most of the trees are in tull leaf. Choice roses, seen in the North only in green-houses, are blooming unprotected in the gardens. Everything reminds you of the finest May or June days of the most favored northern states. The months from November to March may be classed together. While the summers are long, lasting until October, the peninsular form of the state, the constant breezes, and the frequent showers, prevent the extremes of oppressive heat frequent inland much farther north. April and May, October and November are the fines. months of the year.

Many people who have come here from the North, East and West, or from one of the southern states, testify that the chinate has given them great renef from rheumatism, asthma, catarri, consumption, and various diseases of the throat and lungs. The benefits to be derived from hie in the mild, open air are available, and are enjoyed by hearty and feeble alike, throughout the entire year, winter and summer. The city is for infles surrounded by forests of the southern pine, enriching the air with balsam. The atmosphere at DeLand is remarkably dry for Fiorida. There are no lakes, rivers or swamps in the immediate vicinity, and the deep deposit of porous sand provides perfect surface drainage. Maiaria is practically unknown. These conditions, with an abundance of pure artesian water, and careful sanitary arrangements, make this unquestionably one of the t healthful places to be found anywhere.

### PUBLIC IMPROVEMENTS.

In the way of public improvements can be mentioned several miles of the finest shell roads, electric lights on the main streets or the city, a system of water works that is owned and operated by the city, supplying the purest water at a little above cost; also furnishing adequate lire protection and securing a low rate of insurance. An electric light plant furnishes lights for street and interior lighting. We also have an ice factory, supplying DeLand and the surrounding country with the article so essential to comfort in northern as well as southern climes.

RELIGIOUS AND EDUCATIONAL.

Nine houses of worship testify that DeLand is a church-going community. Baptist, Episcopallan, Methodists (Corthern and Southera), Presbyterian, Christians, and Roman Catholics, besides colored Baptists ond Methodists, are represented. The graded school offers an eight years' course, and the building which it occupies is new and newly furnished throughout, and is one of the most commodious and best equipped public schools in the state. A certificate of graduation from this school is accepted at John B. Stetson University and entitles the pupil to entrance into the academic course there.

JOHN B. STETSON UNIVERSITY.

This is the leading educational institution in the state, and attracts many families to DeLand for the winter months. The institution has about \$350,000 invested in buildings: 40 instructors of ability and assistants, from noted colleges of the United States and foreign countries, constitute the faculty. At the present time about 400 students are registered. John B. Stetson University is affiliated with the Chicago University, pro rata credit being given in either institution for work done in the other. Stetson has a productive endowment of \$200,000. The buildings are large and substantial, every comfort being provided, as in a modern hotel. Catalogues may be obtained free by addressing the presinent, Dr. J. F. Forbes.

BICYCLING.

Pavements in and about the city and the excellent paths that have been made to adjacent towns and points of interest, offer unex- to settlers and winter residents; for then celled opportunities to the wheelman. Those who have ridden bicycles on almost every kind of road and pavement are unanimous in the opinion that our pavements are as good as asphalt. Besides the paving of the streets in the city limits the residents beyond the corporate bounds have extended the roadway in some cases several miles. An excellent bicycle path has been made to Lake Beresford, three miles distant; also a good shell road to Orange City, five miles south, and a path to Lake Helen, five miles distance by way of Lake Winnemissett.

FISH AND GAME.

Florida waters, fresh and salt, abound in fish, and the hunter need not go far to find good bird shooting. The lakes of the DeLand Aquatic Club, one and a half miles east of town, are well-stocked with bass and smaller fish, and afford great sport to those piscatorially inclined. During the hunting season, guides take the tourists to quail grounds and degrees. When they have revived, arseldom fail to bag a goodly number of these

fat and juicy morsels. THE DELAND AQUATIC CLUB. This club was organized in 1901 by our lead\_ ing citizens, who recognized the need of water attractions for the tourist and home people. The club has purchased a thousand acres of ering flowers to send by mail that they land surrounding several beautiful fresh-wa lakes, in which splendid fishing is found. The clab-house is about a mile and a haif east The clab-house is about a mile and a hair east of town, and is reached by a splendid paved street and bicycle track on New York avenue. A convenient and commodious club-house afords a place for the sight-seer or picnic party to rest, to secure a high-seer or p

ELAND is situated 110 miles south of own their own boats may leave them in charge Jacksonville on the Jacksonville, Tam- of the keeper for a small monthly or yearly pa and Key West division of the Atlantic fee. The several lakes of the club are being connected by the digging of canals; fifteen miles of lake shore will finally beacquired.

NEAR-BY ATTRACTIONS.

Going east thirty miles, those who desire a change of air and scene, especially in the summer, find on the neighboring coast some of the finest stretches of ocean beach in the world. DeLeon and Blue Springs are most interesting natural objects within easy driving distance from DeLand, and the roads in any direction present a pleasing variation of orange groves, giant pines, little lakes and tropical looking "hammocks."

HOTELS AND BOARDING HOUSES. Your first question on reaching DeLand is for a stopping place. A great variety is offered-from the most palatial hotel to the modest, home-like boarding house kept by ladies of refinement. Whatever one wants he The -40 comes to Florida for the first can be accommodated. The cards of several From Beresford, where he disembarks of our hotels and boarding houses can be from the commodious and comfortable steam- found in this paper, and the proprietors will er of the Clyde St. Johns river line, the trav- take pleasure in furnishing rates or any other information desired.

Nearly all of our hotels and boarding houses are surrounded by attractive yards and majestic shade trees, and all face paved streets. For a quiet home-life, they are unexcelled. Picnic parties are gotten up weekly by the

SECRET SOCIETIES.

St. Johns Chapter, No. 4, R. A. M .- 27 members; T. R. Webb, secretary. St. Iohns Lodge, No. 37, F. & A. bers; H. D. Bracey, secretary. Cypress Camp, No. 13, W. of W.—71 members:

T. R. Webb, clerk. Magnolia Lodge, No. 21, I. O. O. F.-42 mempers; W. M. Woodward, secretary. Myrtle Lodge, No. 21, K. of P .-- 57 members; Chris. O. Codrington, keeper of records and seal.

A. O. U. W.-15 members; T. R. Webb, re-

corder. POINTS NEAR DELAND. Blue Springs,8 miles; DeLeon Spring, 9 miles; Enterprise, 12 miles; Green Springs, 14 miles; Cassadaga Camp, 7 miles; Winnemissett, miles; Lake Helen, 6 miles; Beresford, 3 miles; Orange City, 6 miles; Glenwood, 7 miles; Highland Park, 5 miles; Spring Garden, 9 miles; Daytona, 25 miles; Pierson, 22 miles; Seville, 27 miles: Barberville, 16 miles: Port Orange, 30 miles; Eldridge, 18 miles; Emporia, 19 miles; Golf Grounds, 1/2 mile; Deerfoot Mineral spring, 5 miles.

HOUSES AND COTTAGES

There is great demand for furnished houses luring the winter season, and persons who intend to come for the entire season should procure their accommodations in advance. Five or six-room cottages, furnished, rent for \$10 to \$15 a month; larger houses, from \$15 for a modest residence, to \$100 per month for place with all modern impro

PRODUCTS. DeLand is in the midst of one of the most important orange growing sections of Florida. considerable fruit was shipped from this section last year. The coming season will see largely increased shipments, and the time is not far distant when in all probability this will again be a great orange producing country. The production of the pineapple here promises to rival that of the orange. Recent experiments prove that with comparatively mexpensive protection such soil and climate as that of DeLand will profitably produce fruit which in size and quality far surpasses the pineapples grown without shade further

In June or July large quantities of delicious Niagara grapes ripen. Excellent peaches, pears, Japan persimmons, Japan plums, pecan auts, guavas, strawberries, watermelons, and many sub-tropical fruits are grown here with success. For the local market and family rarden, an almost endless variety of vegetables may be produced during the entire year. The soil is particularly adapted to corn and sweet potatoes. Recent trials prove that an anusually high grade of tobacco may be produced on the high pine land. Parts of Voluia county are adapted to the cultivation of

MANUFACTORIES.

The chief manufactured product of DeLand and vicinity is lumber. The abundant supply of yellow pine and cypress might be made into great variety of articles now shipped in from a distance. Among the maunfacturing industries already established, we have an ice plant, a fertilizer factory, a novelty woodworking extablishment that turns out many useful things in its line; a cassava starch factory here and one at Lake Helen, giving employment to many hands and working thousands of acres of land.

OUR PEOPLE. The people of DeLand are from almost every part of the United States. They are intelligent and progressive. They have worked enchusiastically for twenty-four years to build up their beautiful little city. Uninterrupted progress and improvement have been the result. Their desire now is that as many as possible of those who are turning southward may see for themselves what DeLand offers both many more will surely agree with the many who now pronounce DeLand on account of her climate and her people, her university, churches and fraternal organizations, her ho-

How to Remove Tar Stains. To remove pitch and tar stains rub lard on the stain and let it stand for a few hours. Sponge with spirits of turpentine until the stain is removed. If the color of the fabric should be changed, sponge it with chloroform. and the color will be restored.

tels and her homes, her products, her public

improvements and her merchants, the most

attractive place in all the southland for them.

How to Freshen Cut Flowers. Cut off the tip of each stalk and stand the stem in water of about 100 range in vases filled with lukewarm water to which a tiny pinch of salt has been added. If the tips of the stalks are cut off every day and the water in which they stand changed, they will last much longer. Remember in gathshould be scarcely more than buds if you want them to arrive in good condition.



The Baitle of Tours. The battle of Tours in 732 A. D. is said to have been the most murderous on record. Three hundred and fifty thousand men in all were killed.

A German Superstition.

It is believed in Germany that the oxen are endowed with speech on Christmas eve at midnight. But to hear them it is necessary to put fern leaves in one's boots.

Bargain Counters In Paris.

The bargain counter flourishes in Paris as in the retail stores of this country. "Occasion" is the sign by which it is known, and the Parisian housewife is not a whit behind the housewife of America in knowing how to take advantage of it.

The Suez Canal. The actual cost of making the Suez vanal was £24,150,000.



MRS. L. S. ADAMS.

Of Galveston, Texas. Wine of Cardui is indeed a blessing to tired women. Having suffered for seven years with weakness and bearing-down pains, and having tried several doctors and different remedies with no success, your Wine of Cardui was the only thing which helped me, and eventually cured me . It seemed to build up the weak parts, strengthen the system and correct irregularities."

By "tired women" Mrs. Adams means nervous women who have disordered menses, falling of the womb, ovarian troubles or any of these ailments that women have. You can cure yourself at home with this great women's remedy, Nine of Cardui. Wine of Cardui has cured thousands of cases which doctors have failed to benefit. Why not begin to get well today? All druggists have \$1.00 bottles. For any stomach, liver or bowel disorder Thedford's Black-Draught should be used.

For advice and literature, address, giving symptoms, The Ladies' Advisory Department, The Chattanooga Medicine Co., Chattanooga, Tenn.

WINEOFCARDU

Excess

Of Smoking Affected My Heart So I Had To Sit Up

To Breathe.

Dr. Miles' Heart Cure Cured Me.

There is nothing that has a more deleterious effect upon the cardiac or heart nerves than the excessive use of tobacco. Pain and tenderness around the heart, an oppressive feeling in the chest, choking sensation in the throat, discomfort from sleeping on the left side and smothering spells at night when the sufferer has to sit up in bed to breathe are the most common symptoms of a weak heart. Smokers who feel these symptoms and who do not understand their meaning should be warned in time, by the following experience:

"I was greatly troubled with an affection "I was greatly troubled with an affection of the heart, due I think to excessive smoking. On writing to you for advice I was directed to begin a course of treatment which included Dr. Miles' Heart Cure, Dr. Miles' Nervine and Nerve and Liver Pills, together with bathing, etc. I faithfully followed the directions given and am pleased to say that my cure is complete and permanent. Before beginning the use of your remedies I was so nervous I could not keep my hands still and suffered greatly from severe pains still and suffered greatly from severe pains around the heart. Many times at night I would be forced to assume a sitting posture to get my breath, and for the time being it would seem as though my heart had stopped beating. From the splendid results achieved in my case I can cheerfully recommend Dr. Miles' Heart Cure, Restorative Nervine and other remedies to all sufferers from heart or nervous troubles."—Yours truly, ELIJAH HALL, Dothan, All.

All druggists sell and guarantee first bot-tle Dr. Miles' Remedies. Send for free book on Nervous and Heart Diseases. Address Dr. Miles Medical Co., Elkhart, Ind.



DeLand Booklet

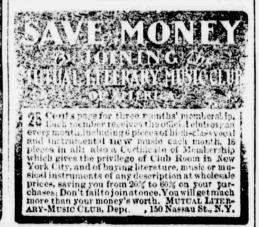


ing local scenes of DeLand and vicinity - churches, street scenes, farming operations, university buildings, club house of Aquatic Club Blue Spring, DeLeon Spring, St. Johns river scene; many pages of reading matter descriptive of the town; advertisements of all leading business and professional men, hotels and boarding houses.

Sent postpaid to any address, 25c.

THE NEWS PUBLISHING CO.

DeLand, Florida.





10 DAYS FREE TRIAL. You take absolutely no risk in ordering from us, as you do not need to pay a cent if the bicycle does not suit you. DO NOT BUY a whee! until you have written for our prices, equipment, sundries and sporting goods of all kinds, at half regular prices, in our big free sundry catalogue. Contains a world of useful information. Write for it. Teliable person in each town to distribute catalogues for us in blcycle. Write today for free catalogue and our special offer. EAD CYCLE CO., Chicago, III.

# WINCHESTER

FACTORY LOADED SHOTGUN SHELLS "New Rival" "Leader" "Repeater"

F you are looking for reliable shotgun ammunition, the kind that shocks point your gun, buy Winchester Factory Loaded Shotgun Shells: "New Rival," loaded with Black powder; "Leader" and "Repeater," loaded with Smokeless. Insist upon having Winchester Factory Loaded Shells, and accept no others. ALL DEALERS KEEP THEM



THE EAST COAST OF FLORIDA IS PARADISE REGAINED."



FLORIDA EAST COAST RAILWAY.

TIME CARD No. 45.	In Effect Jan. 14, 1993.
OUND-READ DOWN.	NORTHBOUND-READ UP.
	No. 98 No. 78 No. 74 No. 28

SOUTHBOUND-READ DOWN.			WORTHBOOK							
	99 ly.		No. 29 Daily.	No. 23 Daily.	STATIONS.	No. 98 Daily.	No. 78 Daily.	No. 74 Daily.	No. 28 Daily.	
	25 p 33 p 45 p		9 48 a 10 55 a 11 28 a	9 00 a	Lv. Jacksonville. Ar So. Jacksonville. Lv. St. Augustine. Has.ings.	7 42 8	7 30 PP 7 22 PP 6 20 PP 5 26 PP	7 40 p 6 40 p	9 50 p 8 50 p 8 04 p	
1::::		2 15 p 3 08 p	11 15 a 12 07 p	9 15 a 10 05 a	LvPalatkaLv ArPalatkaAr ArSan MateAr	8 05 8	6 56 p	6 56 p	7 05 p	
BUPFET PARLOR CARS ON ALL "RAINS.		3 36 PP 3 46 P 4 13 P 5 00 P 5 50 PP 6 35 PP 7 45 P 9 45 PP 9 45 PP 9 9 55 PP 9 9 55 PP	12 2 410 22 32 3 4 4 5 5 6 6 6 6 6 7 7	10 47 a 10 56 a 11 20 a 12 07 p 1 25 p 2 4 25 p 4 25 p	Lv San Mateo Lv Lv Neoga Lv Bunnelis Dupont. Ormond Daytona Port Orange New Smyrna Oak Hill Titusville Cocoa Rockledge Eau Gallic Melbourne Sebastian St. Lucie Ft. Pierce Tibbals Eden Jensen Stuart Hobe Sound West Jupiter Ar. Royal Poinciana	4 86 8 4 26 8 8 58 8 8 00 s	4 48 pp 4 26 pp 3 58 pp 3 36 pp 2 18 pp 1 2 518 pp 1 2 518 pp 1 2 51 pp 1 2	4 53 1 4 44 1 4 22 1 3 37 1 2 45 1 2 14 1 2 08 1	7 02 p 6 53 p 6 30 p 6 43 p 4 45 p 4 414 p 3 00 p	BUFFET PARIOR CARS ON COLY
9 45 a 6 0 10 18 a 10 27 a 11 09 a	5 a		9 06 p	4 50 p	.W. Palm Beach. Lv		7 56 8 7 10 a 6 51 a	10 40	12 50 p	6 05 6 00 5 50 5 28 5 18 4 40 4 25 4 07

Condensed Schedule Between Jacksonville and St. Augustine. JACKSONILLE TO ST. AUGUSTINE.

	No. 23 Daily.	No. 27 Daily.	No. 29 Daily.	No. 35 Daily.	No. 43 Daily.	No. 31 Daily Ex. Mon.	No. 37 Daily Ex. Mon.	No. 93	No. 15 Daily Ex. Mon.	No. 99 Daily.
Lv. Jacksonville. Ar. St. Augustine	7 55 a 8 55 a	9 00 a 10 00 a	9 40 a 10 50 a	12 55 p	1 30 p 2 30 p	2 30 p 3 30 p	3 00 p	8 05 p 9 05 p	8-15 p 9 18 p	8 25 p 9 35 p
	S	T. AUC	JUSTI	NE TO	JACK	BONV	ILLE.			
		1	. No. 18	1 No 26	No 39	1	1			1

| No. 98 | No. 92 | Daily | Daily | Daily | Ex. Sun. | Daily |

SCHEDULES OF BRANCH LINES.

	SAN	FORD BRANCH.			ORAN	GE CITY BI	RANCH.	
No. 11		STATIONS.	No. 12	No. 3	No. 1	STATIONS.	No. 2	No. 4
7 18 a I 8 83 a I 8 55 a I 9 30 a A	.v	Titusville Mims Osteen A Enterprise A Sanford L	r 1 07 p	5 20 p	11 89 a I	.vN. Smyrna. v. Lake He'en . v. Orange City. krOr. City Jc	Ar 12 45 p Lv 12 40 p	No. 20 Sup.
Only 11 00 a 11 08 a 11 40 a	4 45 P 4 53 P 5 24 P 5 29 P	Lv. Ar Ar	South Jac Pablo Atlanti	Beach. c Beach	110		8 30 a 8 32 a 7 50 a 7 45 a	Only 4 00 p 3 58 p 8 20 p 3 15 p

These Time Tables show the times at which trains may be expected to arrive and depart from the several stations, but their arrival or departure at the times stated is not guaranteed, nor does the Company hold itself responsible for any delay or any consequences arising therefrom.

Peninsular and Occidental Steamship Connections at Miami. BETWEEN MIAMI, KEY WEST, HAVANA AND NASSAU.

MIAMI-NASSAU LINE.	MIAMI-KEY WEST-HAVANA LINE.
Commencing January 1, 1903.	Lv Key West Sun., Thur
Ar Miami Wed., Fri., Sun. 6 30 a  Commencing March 30, 1903.  Ly Miami Mon., Wed., Fri. 2 00 p  Ar Nassau Tues., Thur., Sat. 6 30 a  Ly Nassau Tues., Thur., Sat. 2 00 p  Ar Miami Wed., Fri., Sun. 6 80 a	Above hours based on 90th Meridian Standard Time, except that shown for Nassau is local or Nassau time.

For copy of Local Time Card address any Agent.

J. D. RAHNER, Asst. Gen. Pass. Agent., ST. AUGUSTINE, FLA.

## LOUISVILLE & NASHVILLE R.R

----First Class Service and Quick Schedules to-Evansville. Chicago, Birmingham, Nashville, Louisville, Cincinnati, St. Louis, ----and All Points West and Northwest.----

Mobile, New Orleans, and All Points Southwest. Through tickets via the L. & N. are sold by all railroad Coupon Ticket Agents in Florida.

For Schedules, Rates and Sleeping Car Reservations, apply to C. L. STONE, G. P. A., Louisville, Ky. 206 W. Florida Passenger Agent, 206 West Bay St., Jacksonville, Fla

# ATLANTIC COAST LINE Railroad Co.

The Great Through Car Line From Florida. CONNECTIONS:

TOTHE EAST VIA ALL-RAIL.

OVER ITS OWN RAILS TO Savannah, Charleston, Richmond, and Washington, thence via the Pennsylvania Railroad.

The Louisville and Nashville, via Montgomery.

The Mobile and Ohio Railroad via Montgomery.

Via Savannah and Ocean Steamship Company for New York, Philadelphia and Boston. TO THE EAST Via Norfolk Steamer for New York, Washington and Baltimore.

VIA STEAMSHIP. Via Savannah and Merchants and Miners Transportation Company for Baltimore and Philadelphia. To Key West Via Peninsular and

HAVANA.

Occidental Steamship Co.

Mileage Tickets.

Interchangeable Mileage Tickets good over 13,000 miles of among the principal railroads in the Southern States, are on sale by the principal

Through Pullman Sleeper, Port Tampa to New York, via Atlantic Coast Line; also via Atlantic Coast Line and Southern Railway.

For reservations and information apply to Agents Atlantic Coast Line,

FRANK C. BOYLSTON W. D. STARK, Commercial Agent. Trav. Pass. Agent. Jacksonville, Fla. 138 West Bay Street, Astor Block,

W. J. CRAIG, Gen'l Pass, Agt., Wilmington, N C. Traffic Manager.